

A close-up photograph of two hands, one with a darker skin tone and one with a lighter skin tone, gently holding a piece of light-colored paper. The hands are positioned on either side of the paper, with fingers slightly curled. The background is dark and out of focus.

umdasch

THE STORE MAKERS

A
Store
Maker's
Values

we make



WE CREATE
SUCCESSFUL STORES.

We are dedicated and
committed and set standards
for the sustainable
success of our customers.

HUMAN
WE BUILD TRUST.

Our cooperation is
characterised by mutual trust.
We deal with each other in a
respectful and appreciative way.
We enjoy diversity and encourage
different personalities.



HUMAN





→ RESPONSIBLE
WE TAKE RESPONSIBILITY.

We willingly and actively assume responsibility for our own actions and their results. We act in a sustainable manner and deal carefully with the resources placed at our disposal. In doing so, we think as entrepreneurs and consider the long term.

PROFESSIONAL
OUR WORD COUNTS.

We understand our business. You can rely on us. We say what we will do and we do what we say. We communicate openly, clearly and honestly. We deal constructively with mistakes.





VISIONARY

→ VISIONARY
WE DARE TO INNOVATE.

We are designing tomorrow today. We are curious and open. We have a feeling for trends and set new ones. We confidently tackle challenges and keep our sights set on the big picture.

DYNAMIC
← WE IMPROVE EVERY DAY.

We initiate changes and pursue them in a targeted manner. We strive for consistent and continuous improvement. We are passionate about creating successful stores with our customers – every day.



DYNAMIC

WHO

WE

ARE

The Umdasch Store Makers, with a staff of some 1,500 employees from more than 28 nations are part of the Umdasch Group, a traditional Austrian company with a history stretching back over more than 150 years.

Although our employees speak different languages, come from various cultural backgrounds and have diverse mentalities and personalities, we all share one thing above all in addition to our wish to inspire our customers:
our values, which serve as our common basis.



"OWNER STATEMENTS"



HILDE UMDASCH

It is my personal belief that respect is an important and decisive factor in life. And so I find it very important that respect should form an integral part of our corporate culture. Not only our employees, but also our customers, suppliers and business partners have a right to expect it. We have inscribed respect and appreciation as values into our corporate policy.



ALFRED UMDASCH

Of course, our employees have been an important factor in our success, and will continue to be so in the future. I have always endeavoured to find workers who are "fired" by our ideas and who are ready to "go through fire" with us, so to speak.

It is a tradition within our group of companies that we should accept challenges and should continue to develop continuously, arousing enthusiasm and hence achieving success.

People who give their best for our company have made this success possible. The appreciation we show towards our employees, customers, suppliers and business partners is part of our corporate culture – the DNA of the Store Makers.
It makes us unique.

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